

Claims

What is claimed is:

- 1 1. A method comprising:
 - 2 creating a program schedule that includes a listing for a program that has
 - 3 supplementary content;
 - 4 associating a predefined unique symbol with a type of the supplementary content;
 - 5 and
 - 6 providing the predefined unique symbol in association with the listing in the
 - 7 program schedule.
- 1 2. The method of claim 1 wherein the program is a television program.
- 1 3. The method of claim 1 wherein the supplementary content is provided on the
- 2 World Wide Web.
- 1 4. The method of claim 1 wherein the predefined unique symbol is a text string.
- 1 5. The method of claim 1 wherein the predefined unique symbol is the text string
- 2 “WWW”.
- 1 6. The method of claim 1 wherein the predefined unique symbol is a graphic
- 2 symbol.

1 7. The method of claim 1 wherein the predefined unique symbol is an image.

1 8. The method of claim 1 further comprising distributing the program schedule.

1 9. The method of claim 8 further comprising:

2 printing the program schedule in a publication; and

3 printing the predefined unique symbol in the publication.

1 10. The method of claim 8 further comprising:

2 transmitting the program schedule; and

3 transmitting the predefined unique symbol.

1 11. The method of claim 10 further comprising transmitting data which when

2 accessed by a machine causes the machine to display an animated version of the

3 predefined unique symbol.

1 12. The method of claim 8 further comprising:

2 making the program schedule available on the World Wide Web; and

3 providing the predefined unique symbol in association with the listing in

4 the program schedule on the World Wide Web.

1 13. The method of claim 12 further comprising:
2 providing a selectable element in association with the predefined unique
3 symbol on the World Wide Web; and
4 enabling provision of the supplementary content in response to selection
5 of the selectable element by a user.

1 14. A method comprising:
2 receiving a program schedule, the program schedule further comprising:
3 a listing for a program that has supplementary content; and
4 a predefined unique symbol in association with the listing, where
5 the predefined unique symbol is associated with a type of the supplementary
6 content; and
7 sending the program schedule to a display.

1 15. The method of claim 14 further comprising:
2 receiving a signal corresponding to selection of the predefined unique
3 symbol by a user; and
4 communicating with a device, causing it to present the supplementary
5 content in response to the signal.

1 16. The method of claim 14 further comprising:
2 receiving an animated version of the predefined unique symbol; and

sending the animated version of the predefined unique symbol to the display.

17. A method comprising:

distributing a program to an audience, where the program has supplementary content;

distributing the supplementary content to the audience, where a type of the supplementary content is associated with a predefined unique symbol; and providing listing information for the program.

18. The method of claim 17 wherein the program is a television program.

19. The method of claim 17 wherein the supplementary content is made available on the World Wide Web.

20. The method of claim 17 wherein the predefined unique symbol is a text string.

21. The method of claim 17 wherein the predefined unique symbol is the text string “WWW”.

22. The method of claim 17 wherein the predefined unique symbol is a graphic symbol.

1 23. The method of claim 17 wherein the predefined unique symbol is an image.

1 24. An apparatus comprising:

2 a receiver to receive a transmission comprising a program schedule, the
3 program schedule further comprising:

4 a listing for a program that has supplementary content; and
5 a predefined unique symbol in association with the listing, where
6 the predefined unique symbol is associated with a type of the supplementary
7 content;

8 a display component coupled to the receiver to display the program
9 schedule on a display device and to display the predefined unique symbol on the
10 display device.

1 25. The apparatus of claim 24 further comprising:

2 an input device to receive a signal corresponding to selection of the
3 predefined unique symbol on the display device by a user; and
4 a content delivery component to provide the supplementary content in
5 response to the signal.

1 26. A machine accessible medium comprising data that when accessed by a machine
2 causes the machine to perform actions according to the method of claim 14.

1 27. A machine accessible medium comprising data that when accessed by a machine

2 causes the machine to perform actions according to the method of claim 15.

1 28. A machine accessible medium comprising data that when accessed by a machine

2 causes the machine to perform actions according to the method of claim 16.